

For Immediate Release

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PeriGen Pledges Support for First Published Measures in Perinatal Public Reporting at AWHONN 2013

NASHVILLE, Tenn. — AWHONN 2013 Annual Convention, Booth 500— June 17, 2013 — [PeriGen](#), the global leader in applying real-time clinical decision support to perinatal systems, proudly announced pledging its support for the first published draft of nursing care quality [measures](#) specifically addressing the priorities of women's health and perinatal populations. The measures were developed and released last April for public review, comment and further refinement by the [Association of Women's Health, Obstetric and Neonatal Nurses \(AWHONN\)](#).

[AWHONN](#) advances the nursing profession by providing nurses with critical information and support to help them deliver the highest quality care for women and newborns. Headquartered in Washington, D. C., AWHONN is firmly established as the standard bearer for women's health, obstetric, and neonatal nurses.

In the U.S., the [National Quality Forum \(NQF\)](#) is responsible for reviewing and endorsing quality measures. To achieve NQF endorsement, a measure must meet stringent criteria and undergo a multi-step endorsement process. NQF has endorsed 14 perinatal and reproductive health measures and one newborn measure.

"We at PeriGen applaud AWHONN's unflagging commitment to helping guide efforts to measure the quality of care that nurses provide to women before, during and after birth, and to newborns during their first 30 days," said PeriGen CEO [Matthew Sappern](#). "Since launching in 2009, our company has upheld its unflagging dedication to providing Labor and Delivery (L&D) nurses with the easiest-to-use, data-driven tools to promote cost-effective, efficient, evidence-based care -- an integral element of our company's DNA."

PeriGen offers the only perinatal solutions already enabling L&D nurses, physicians and other caregivers throughout the spectrum of OB care, to automatically extract over 60 data points and quality measures. PeriGen's documentation modules are reinforced by a robust Decision Support mechanism intended to encourage compliance with quality measures and practice-based standards for improved reporting and patient care.

"We will closely monitor whether we need to make any adjustments throughout the development process," noted Sappern. "Specifically, we will continue to update our clinical decision-support, data collection, analysis and reporting to ensure that our customers understand what's required and can easily document their compliance with evolving industry standards and adapt to new financial models."

"AWHONN's draft NCQ measures carry on an important trailblazing mission to elevate the role, recognition and accountability of L&D delivery nurses who care for our nation's pregnant women and newborns," said [Vicki Lucas](#), R.N.C., Ph.D., PeriGen's Chief Nursing Officer. "We're excited about working closely with AWHONN as their NCQ measures advance to ensure that PeriGen continues to provide the intuitive functionality needed for the transition to outcomes-based care."

According to Lucas, AWHONN has implemented a well thought-out, phased development process designed to encourage participation by all stakeholders and to help create consensus and buy-in for the final version. "PeriGen will submit and share feedback on the initial and subsequent drafts of their NCQ measures and we look forward to working with and learning from other participants throughout the process," she added.

About PeriGen, Inc.

PeriGen, Inc., is an innovative provider of fetal surveillance systems employing patented, pattern-recognition and obstetrics technologies that empower perinatal clinicians to make confident, real-time decisions about the mothers and babies in their care. PeriGen's customer-centric team of clinicians and technologists builds the most advanced systems available to augment obstetric decision-making and improve communications among the clinical team at the point of care, while supporting data flow between healthcare IT systems.

PeriGen's unique fetal surveillance products provide dynamic visual cues that direct clinicians to the most essential patient information displayed on the screen. Unlike legacy fetal monitoring devices and software from non-specialist companies, PeriGen Visual Cueing™ provides an instant view of the mother's and baby's current status and trends over time to avoid errors, increasing patient safety and reducing risk for clinicians and hospitals. For more information, please visit us at www.PeriGen.com.

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